The UW Colleges Brand

UW Colleges and our campuses are a complex institution operating in a crowded world of competing educational messages. Yet whether you’re a new UW Colleges employee or a seasoned veteran, you know our brand is unique, and decidedly special.

The UW Colleges brand book is intended to help guide all internal and external communications in delivering a unified, recognizable, and concise branded message. By presenting ourselves clearly and consistently, we can speak with one powerful voice.

This foundation, which details our story, brand position and identity, is intended for communicators and educators to use in all communications.

Our Mission

The University of Wisconsin Colleges is a multi-campus institution committed to high quality educational programs, preparing students for success at the baccalaureate level of education, providing the first two years of a liberal arts general education that is accessible and affordable, providing a single baccalaureate degree that meets local and individual needs, and advancing the Wisconsin Idea by bringing the resources of the University to the people of the state and the communities that provide and support its campuses.
Who We Are

UW Colleges is an affordable, supportive, and local University of Wisconsin education for students with complex lives who want to discover their life's work and make a difference.

We are the University of Wisconsin in your community.

We offer an accessible pathway to a degree and a career.

Everyone is committed to student success.

You will be taught by exceptional faculty who are focused on teaching.

We offer the most affordable UW education.
Who Are Our Students?

Student Profile 1

Not a high school stand-out. Lower GPA. Lower ACT. But still has a dream to do better. Not sure of admission to a four-year college. Feels like a tech school might be the only option.

Student Profile 2

Always wanted to go to college, earn a bachelors degree or beyond, but financially the four-year campuses are just too expensive, especially once you add room and board.

Student Profile 3

Never got to college as planned but now an associate degree would go a long way in terms of job prospects. Knows the quality of UW compared to some of others, but needs an option that will work with their life now.
Brand Voice

When we develop communications, how do we ensure our brand position is conveyed in a meaningful and real way for our students?

We use language influenced by our environment, our students and our mission. Our brand voice embodies the promise of our campuses and institution.

Supportive

Engaging

Friendly

Knowledgeable

Authentic
The University of Wisconsin Colleges

...is the University of Wisconsin System’s network of 13 freshman/sophomore campuses and UW Colleges Online that offer an Associate of Arts and Science degree, a Bachelor’s of Applied Arts and Sciences degree, and prepare students of all ages and backgrounds for baccalaureate and professional programs.

UW Colleges’ special role is to be an open door to the UW System, offering an affordable and accessible option for thousands of students who might not otherwise be able to attend college.

UW Colleges serves more part-time students, more adult undergraduates and more first-generation college students than any other UW campus.
The consistent use of our logo helps to create a stronger image, reinforces our brand identity and creates more awareness for the individual campuses and the institution.

The UW Colleges logo uses the “UW” symbol and accompanying words, maintaining the descriptive mark that identifies the University of Wisconsin Colleges and campuses.

Additional Configurations

The logo may be reproduced in either positive or negative versions. When printing in one color, always use black and use extreme caution when using the logo in its negative form. The contrast between light and dark areas will possibly not be strong enough to clearly display the logo.

Clearspace

A generous amount of space should surround the logo, no other elements should infringe upon this space. The minimum clearspace needed is specified relative to the height of the “UW” square, more specifically the clearspace should be $\frac{1}{2}$ the height of the “UW” square.

Print Minimum: 1 inch wide. Do not use the tagline at minimum size or at any size where it becomes illegible.

Web Minimum: 150 pixels wide. Do not use the tagline at minimum size or at any size where it becomes illegible.
Incorrect Usage

If used improperly, the logo will lose its ability to be a powerful communication tool. Do not make any alterations to the logo. Include all of the elements of the logo, and use as designated.

The individual elements must never be used separately. The UW in the red box must not stand alone, nor may it be incorporated into any other design. The intertwined UW must never be pulled out and used separately.

Do NOT:

- Scale the logo unproportionately.
- Change the logo’s orientation.
- Change the logo colors.
- Attempt to recreate the logo.
- Make additions or substitutions to any wording.
- Add superfluous effects to the logo. e.g. drop shadows, embossing, lens flares, etc.
Vertical

Designed to meet the needs of vertical panels and small spaces, it should be used sparingly since it’s a diminution of the main logo and the copy lines being small.

Pin

Designed to meet the needs of lapel pins only.

Social Media

Use this version for the square profile picture on Facebook, Twitter or other social media. Do not attempt to stretch or crop a horizontal logo.

No Tag

The descriptive tag can be eliminated if it will be illegible due to size.
Campus Logos

Campus logos follow all identity standards set forth by the main UW Colleges logo.
Secondary

Approved logo treatments are available for business cards, stationery, signage, etc., to identify campus-related entities.
Regional logos follow the same rules as secondary logos, with individual campuses contained within a region.
Colors

Color is what gives us our tone and personality as well as playing an important role in keeping UW Colleges branding and materials easily recognizable and memorable.

Supporting Pallette

Additional colors are anchored using the UW Colleges red and complimentary earth-tones.

Campus Pallette

Additional colors to allow for campuses to promote individuality while maintaining the overall brand.
You’re invited to Campus Preview Day!

Attend Campus Preview Day at the University of Wisconsin—Fond du Lac, and see for yourself why we’re the U for You.

While you’re here:
- Take a tour of campus
- Meet faculty, advisors and staff
- Learn about admissions, financial aid and more
- Visit with current students
- Look into the Guaranteed Transfer Program

Campus Preview Dates
- Wednesday, October 21, 2015
  6:00–8:00pm
- Wednesday, April 20, 2016
  6:00–8:00pm

Bring your family or friends!
For more information, call (920) 683-4700, email manadmit@uwc.edu, or visit uwmanitowoc.uwc.edu

Register for your visit today!

Register to visit UW-Baraboo/Sauk County today!

Choose a date:
- [ ] Wednesday, October 21, 2015
  Number Attending:
- [ ] Wednesday, March 23, 2016
- [ ] I’m unable to attend, but please send me more information.

Student’s Name ________________________________
Address ______________________________________
City __________________ State ______ ZIP ______
Phone ___________________ Email __________________
High School __________________ Year of Graduation __________
Birthday ______/______/______
Scala

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arno Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

Typography is an important part of the visual identity. When used correctly and consistently, typography unites the appearance of marketing communications.

For large amounts of copy, Arno Pro is often used for better legibility.
Mikal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bitter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Stationary

A cohesive stationery system includes letterhead, envelopes, business cards and name tags.

In many cases, these materials are the first impression, and are a key component to the brand, ensuring consistency across the Colleges.
Stationary is also provided for each UW Colleges campus and each UW Colleges region. These materials follow the same stylings associated with the Central stationary apart from respective logos and addresses.
there's a U for YOU!
“there’s a U for YOU!”

By promising that “there’s a U for YOU!”, UW Colleges becomes the answer to our potential students’ unspoken question about their future, whatever it may be.

The platform allows everyone to assign their own meaning to the phrase. It can also be easily targeted to specific groups by adding language, such as “Are you looking for a college experience that fits your busy lifestyle? There’s a U for YOU!”
For individual campuses, the message be can simplified and anchored with the campus name or logomark. This change more closely ties the message to the institution and allows for a stronger bond with the audience.

In this iteration it’s important to maintain the U for YOU! lockup in its entirety without shifting the meaning of each element.

Modifications should only be made with qualifying adjectives before the branded phrase. The U should always refer to the campus.
the UW for YOU!

...RIGHT...AFFORDABLE...ENGAGING...
Printing Guidelines

Branding efforts transcend to the most minute details, including the standards for printed marketing materials.

Paper

Printed projects should use a “natural”-colored paper, with no gloss coating—known as smooth or matte.

Inks

When using the full-color Colleges logos, ensure that PMS 200 is also included in the pre-press color profiles.

At times, a piece may be limited to two colors. When given this preference, use PMS 200 and PMS 462. Black may be substituted for PMS 462.

Image Tones

At the discretion of the designer, images are given a muted sepia tone.